



Diego Vainesman

Highly accomplished design director. Experienced in all facets of design from corporate identity to typography in applications ranging from print and digital media to the largest-scale and most visible events. Familiar with all aspects of graphic production, skilled manager of complex projects as well as in-house and freelance design staffs.

Experience

40N47 Design 2007 to present. *Principal*

Design of brand identities, websites, apps. Design and supervise production of all visual elements for trade shows, corporate meetings, product launches, and industry events.

- Clients include Computer Associates, M&M Mars, Balenciaga and Bronx High School of Science
- Worked collaboratively with producers, creative directors and third-party vendors to ensure quality control, integration and consistency.
- Ensured fully integrated approach across all mediums including digital, print and broadcast.

Designed and supervised production of all visual elements for the Starwood Hotels.

- Work includes the design of logotypes for the Luxury Collection Hotels, and their environmental graphics. Hotel Tambo del Inka voted Best Hotel in South America and #9 in the world (Trip Advisor. Travelers' Choice 2012). Hotel Palacio del Inka voted #6 in South America (2012)

Officer, President and Chairman of the Board of the Type Directors Club.

- Developed Master Classes for a global audience
- Designed collateral materials for the Club

Professor

- Invited to lecture and give design workshops in Europe, South America and China.
- Invited as one of the 42 latin writers in *Tipografía Latinoamericana*.

Publisher

- He recently published, through Kickstarter, the book "*Logo: the face of branding*". He interviewed 40 designers from the five continents.

MJM Creative Services 1999-2007. *Design Director*

Designed and supervised production of all visual elements for trade shows, corporate meetings, new product launches and industry events.

- Clients included American Express, Canon USA, IBM, Lucent Technologies, Merck and Pfizer.
- Supervised consistency of visual elements for events and trade shows in multiple geographies including the u.s., Latin America, Asia, Europe and Canada.
- Total budgets for client initiatives ranged from \$1-12 million.
- Key member of New Business Team. Responsible for visualization and design.
- Designed all visual content for the Canon Expo, which showcased the company's products and services in a 130,000 sq. foot area at the Javits Center.
- Developed and supervised production of all visual elements for IBM's prestigious Global Recognition Events.
- Designed and developed meeting logos and graphics for multiple product launches, print peripherals for events, multimedia presentations and broadcast events.



Vainesman & Associates 1992-1999

Ran independent design firm specializing in corporate identity, product logos, books, magazines, environmental design.

- Clients included Fable Records, Michael Friedman Publishing, Print Magazine, Subaru, Saturn, Viatel, Type Directors Club, Congregation B'nai Jeshurun, Caribiner International, NY State Democratic Committee.

Additional Experience

TipoGráfica Magazine *Co-Founder and NY Correspondent*

Researched and wrote articles for this **Quarterly Typographic** magazine based in **Buenos Aires, Argentina.**

- Editorial topics include articles on industry trends, graphic design and typography.

Teaching Experience

School of Visual Arts (2016-Present) Masters.

Professor – Type: Bridging Image and Context

Parsons School of Design

Professor – Portfolio Design

Pratt Institute

Instructor – Graphic Design

Universidad Politécnica de Valencia (2014-Present [Spain]) Masters

Professor – Workshop Logotypes

Instituto Superior de Diseño (2016-Present (Havana [Cuba]))

Professor – Workshop Logotypes

Universidad de Vigo (2014-2018 [Spain]) Masters

Professor – Workshop Logotypes

Education

Parsons School of Design, NYC

BFA Communication Design, Honors, Chairman's Recommendation

Art Institute of Boston, Boston, MA

Graphic Design

Special Interests and Affiliations

Chairman Emeritus and South American Liaison of the Type Directors Club

Fluent in Spanish and French.

References Furnished Upon Request

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